

PRICE LIST

April 1, 1928

C A R T E R ' S

FOUNTAIN PENS

MECHANICAL PENCILS

DESK STANDS



THE CARTER'S INK COMPANY

ESTABLISHED 1858

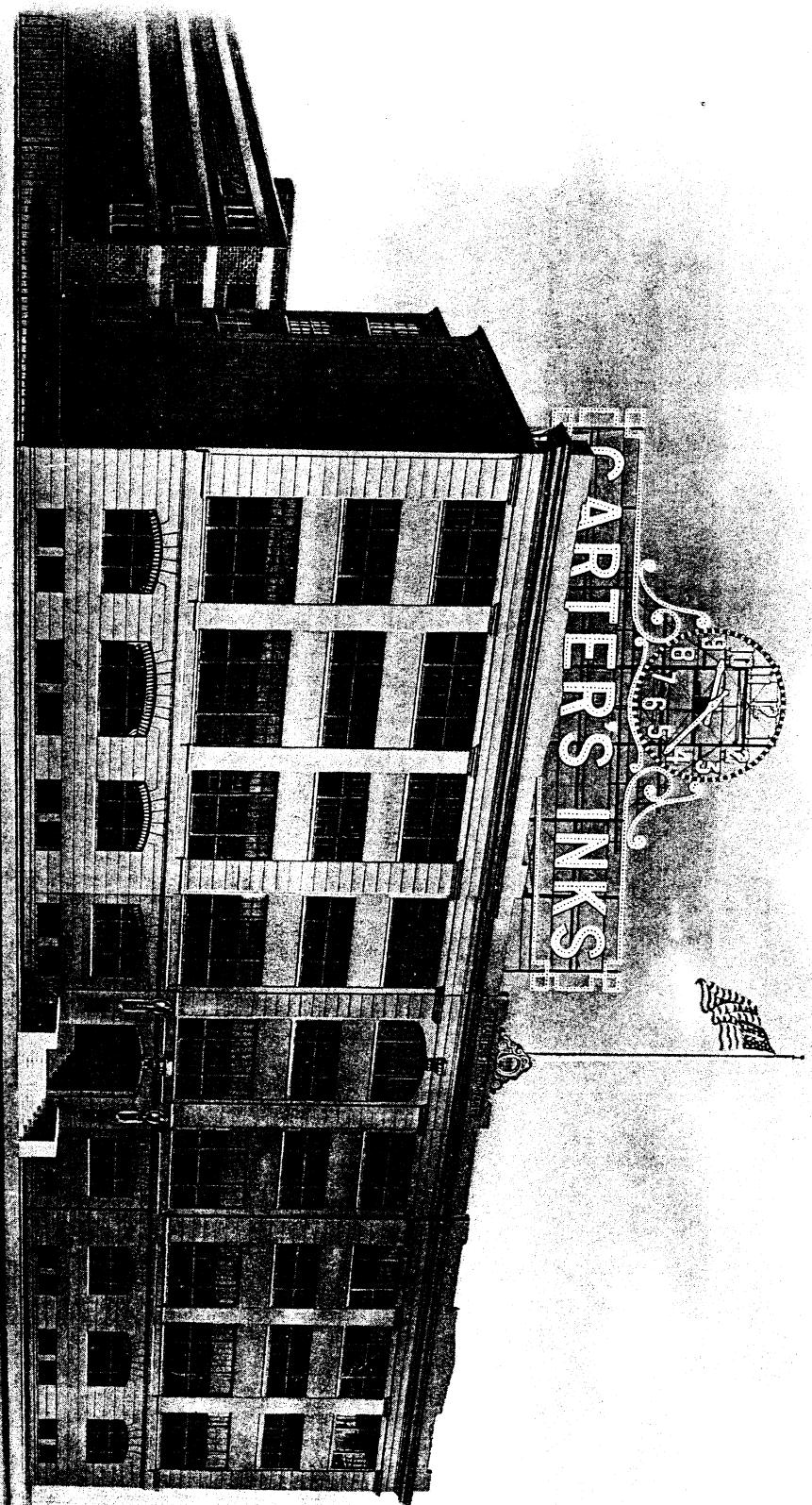
239 First Street, Cambridge C
BOSTON, MASSACHUSETTS

NEW YORK: 74 Duane Street

CHICAGO: 9-11 West Austin Ave.

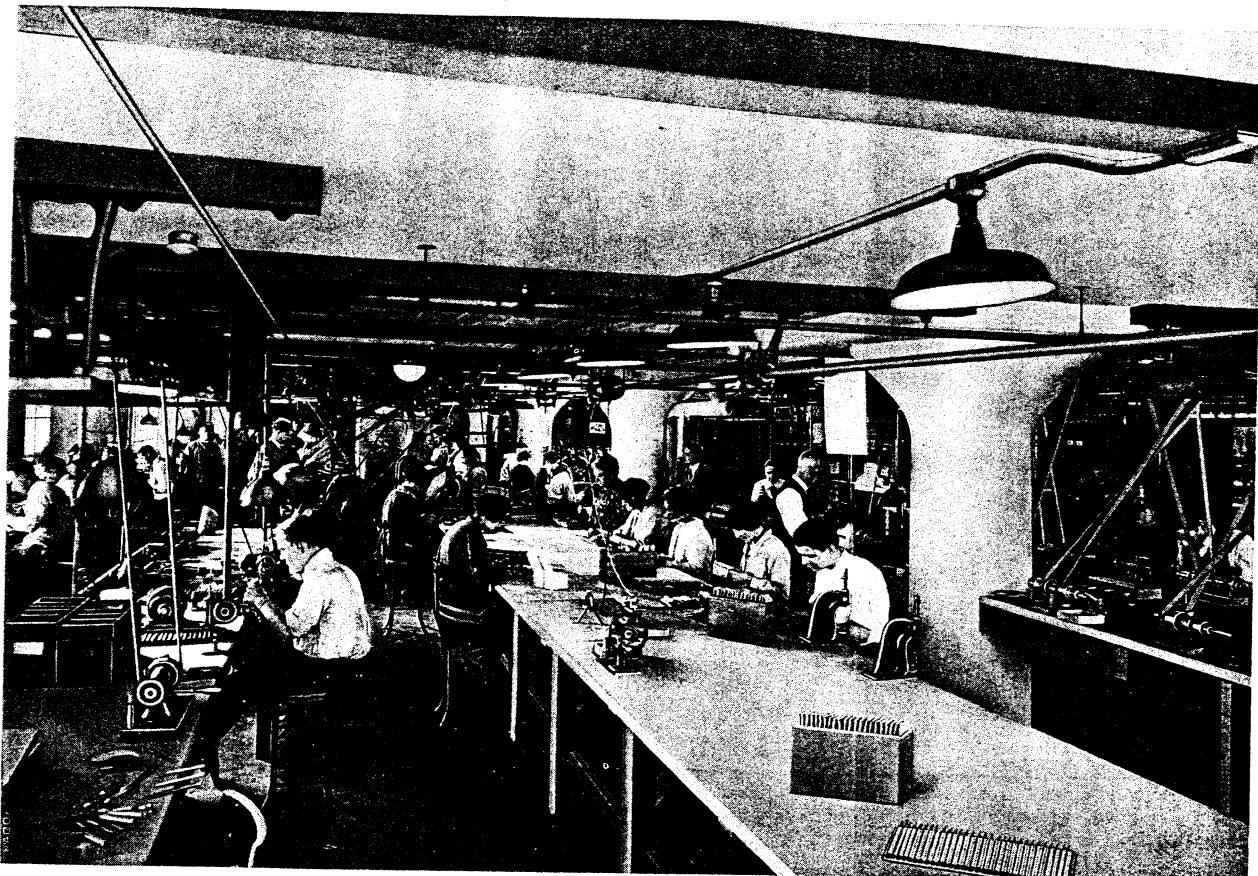
CANADIAN FACTORY: Mt. Royal Ave. and Drolet St., MONTREAL, P. Q.

MAIN FACTORY AND EXECUTIVE OFFICES, KENDALL SQUARE, CAMBRIDGE, NEAR BOSTON, MASS.



You Know The Ink!

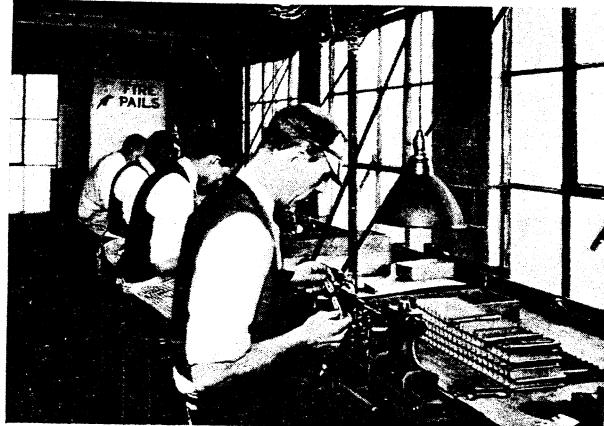
Through the same tested methods of manufacturing, selling and advertising, The Carter's Ink Company is making Carter Fountain Pens, Mechanical Pencils and Desk Stands as widely and favorably known.



A PARTIAL VIEW OF THE FOUNTAIN PEN AND PENCIL MANUFACTURING DEPARTMENT SHOWING A NUMBER OF THE MACHINES NECESSARY TO TURN OUT THESE PRECISION-MADE WRITING INSTRUMENTS.

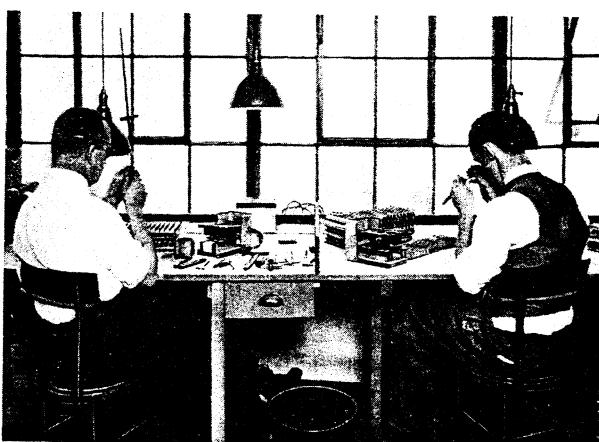
The Carter Line offers your customers what they most desire—quality and long service with beauty—all the requisites for your success in building a profitable business on Carter's Fountain Pens and Mechanical Pencils.

Writing Smoothness Long Life Attractive Appearance



FINISHING DEPARTMENT

In order that a fountain pen may give perfect satisfaction—carried without leaking and used without flooding or stalling—it is necessary that the cap and barrel fit exactly. These skilled workmen through long experience and by the use of special precision gauges insure this. The threads on the pen section and the corresponding grooves on the cap, the meeting surface and the seating for the nib demand minute accuracy.



PEN SETTING

The proof of the pen is in the writing point. These experts see to it that the gold nib and the comb feed are so combined in the pen barrel and so perfectly adjusted to each other that there is a smooth velvety flow of ink from the nib the minute it touches the paper, and that this flow stops the instant the hand is lifted.

ARE WHAT THE CONSUMER DEMANDS AS ESSENTIAL QUALITIES IN A WRITING INSTRUMENT.

These are the high spots that The Carter's Ink Company offers in their complete line of Fountain Pens, Mechanical Pencils, and Desk Stands.

IF YOU SELL THE CARTER LINE
HERE ARE SOME OF ITS
ADVANTAGES:—

The best merchandise that skill and money can produce.

Selling features such as—

The smooth-writing Osmiridium Point that makes writing a pleasure.

The Carter Rocker Spring Clip that protects the pocket against wear and the pen against loss.

A special guarantee on all \$7.00 and \$5.00 Carter Pens—a general guarantee on others priced at \$3.50 or less.

A short line, yet complete enough to satisfy every type of pen user.

Practical and attractive accessories such as Desk Stands, Traveler's Cases, special Gift Boxes and the modern and *usable* Carter Mechanical Pencil.

Plenty of Assistance in Selling The Carter Pen

SOME OF THE SELLING HELPS FOR THE CARTER LINE INCLUDE:—

Color pages in *Collier's* and black and white pages in the *Saturday Evening Post*, at frequent intervals throughout the year.

Newspaper advertising in strategic centers throughout the country.

Window and Counter Signs; Window Displays; and printed matter with your name and address.

Special set boxes, without charge on all pens and pencils sold as sets; trays for your show cases; counter and floor cases on liberal terms.

Details of our coöperation are explained in the pages that follow.

As our success and yours in the pen business depends upon giving the consumer what is wanted, we will appreciate at all times your comments, suggestions and criticisms of the Carter line.

THE CARTER'S INK COMPANY
(Cambridge Station)

BOSTON, MASSACHUSETTS

9-11 West Austin Ave.
Chicago, Illinois

74 Duane Street
New York City



SMOOTHING PEN POINTS

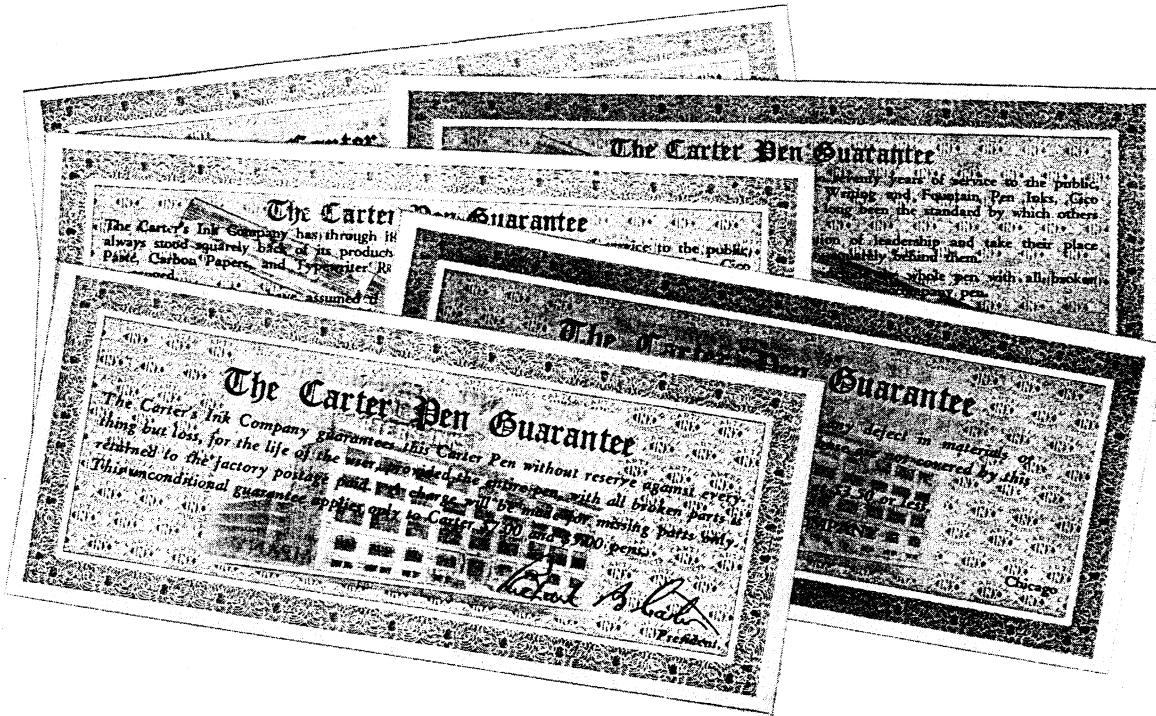
The Carter Osmiridium Point must be velvety smooth to the writer's touch before it is passed to the Inspection Department and it must pass here a final minute inspection before being placed in stock for your use.



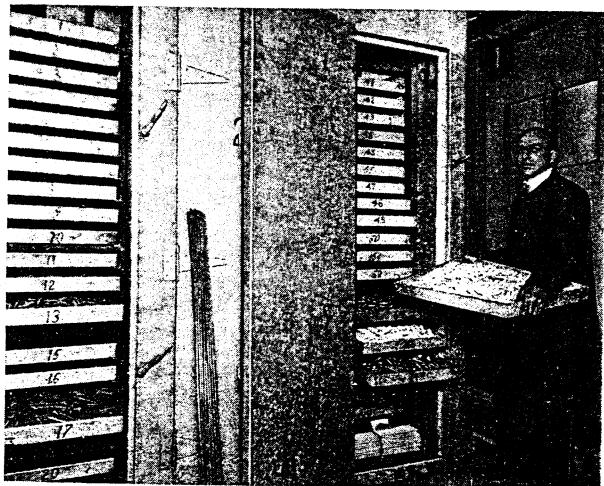
FINAL INSPECTION

A section of our Inspection Department where completed pens are tested for the action of the filler device, filled with ink, given a writing test, and passed on to the final inspector to be cleaned again and sent to the Packing Department.

A Liberal Guarantee On All Carter Pens



All Carter Pens selling at \$7.00 and \$5.00, with Flexible or Stiff nibs are unconditionally guaranteed. Pens selling at \$3.50 or less carry a general guarantee. (See exact wording of both guarantees on color pages.)



SEASONING VAULTS



TOOL AND GAUGE DEPARTMENT

The Carter's Ink Company uses the new unbreakable materials in making pens and pencils which makes seasoning necessary. The vaults shown contain raw stock both in rod form and cut rough shapes, together with partly finished caps and barrels, which are returned to this process several times during manufacture. Through regulated temperature, the material is properly seasoned so that when the pen is completed there will be no danger of its shrinking or changing

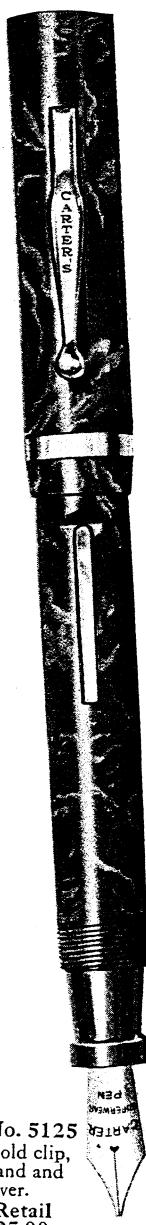
shape. Bear in mind that this seasoning is in addition to what the manufacturer has already given the material before it is shipped to us.

In the Tool Department, a force of men is kept constantly at work making new tools and gauges so that Carter Pens and Pencils may maintain their reputation as precision-made writing instruments.

MADE BY
THE CARTER'S INK
COMPANY

The
CARTER
PEN
The Perfect Writing Instrument

IN ITS
FACTORY AT
BOSTON, MASS.



No. 5125
Gold clip,
band and
lever.
Retail
\$5.00



No. 553
Gold clip
and band.
Retail
\$3.50



No. 5233
Gold ring,
band and
lever.
Retail
\$3.50



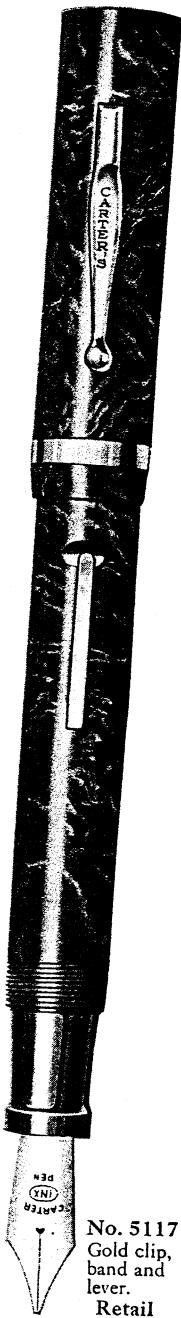
No. 554
Gold ring
and band.
Retail
\$3.00



No. 5135
Gold ring,
band and
lever.
Retail
\$5.00



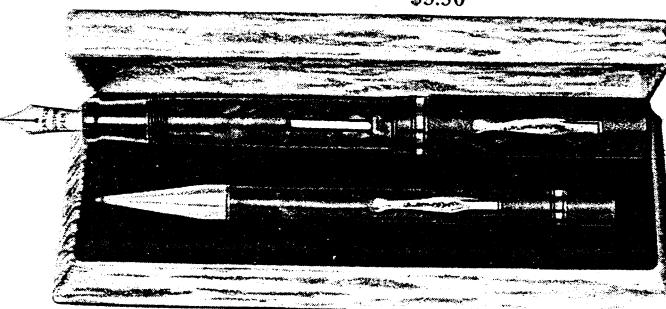
No. 5223
Gold clip,
band and
lever.
Retail
\$3.50



No. 5117
Gold clip,
band and
lever.
Retail
\$7.00

CARTER PEN AND PENCIL SETS

Beautiful Coralite Blue, Coralite Green; Red-Black Mottled and highly polished Black and polished Red Carter Pens may be bought in combination with the proper Carter Pencil in attractive Gift Boxes at no charge for the box. The price is always the combined retail prices of the pen and pencil selected.



Set 51173. No. 5117 Pen at \$7.00, No. 553 Pencil
at \$3.50 in attractive gift box -- Retail \$10.50

THE CARTER PEN GUARANTEE

The Carter's Ink Company guarantees all \$7.00 and \$5.00 Pens without reserve against everything but loss for the life of the user, providing the entire pen, with all broken parts is returned to the factory postage paid. A charge will be made for missing parts only—Other Carter Pens at \$3.50 and \$2.75 are guaranteed indefinitely against any defects in materials or workmanship as and abuse are not covered in this guarantee on pens selling at these prices.



Set 91253. No. 9125 Pen at \$5.00, No. 953 Pencil at \$3.50; in attractive gift box - Retail \$8.50

PEN POINTS

All items are regularly stocked in
FLEXIBLE—Medium or Fine
STIFF—Medium or Fine
Also Special Points Either Flexible or Stiff.

Be sure to specify point wanted on each item ordered.

The Flexible Nib is the easiest writer for the average hand—it gives a free and even flow without pressure.



No. 4117
Gold clip,
band and
lever.
Retail
\$7.00



No.
4125
Gold clip,
band and
lever.
Retail
\$5.00



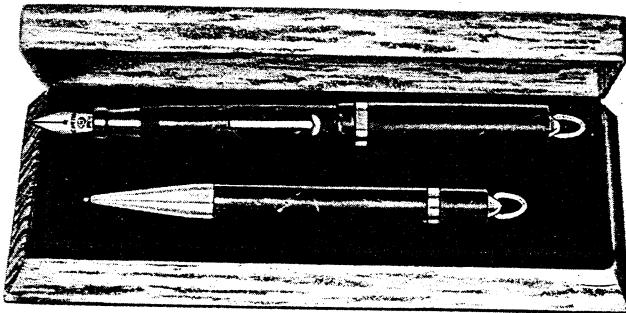
No. 4223
Gold clip,
band and
lever.
Retail
\$3.50

THE OSMIRIDIUM PEN POINT

To give smooth, tireless, "easy on the wrist" writing, Osmiridium is used on the nibs of all Carter Pens. This metal is a combination of Osmium and Iridium which gives smoother writing and longer wear than any other pen material known.

THE ROCKER SPRING CLIP

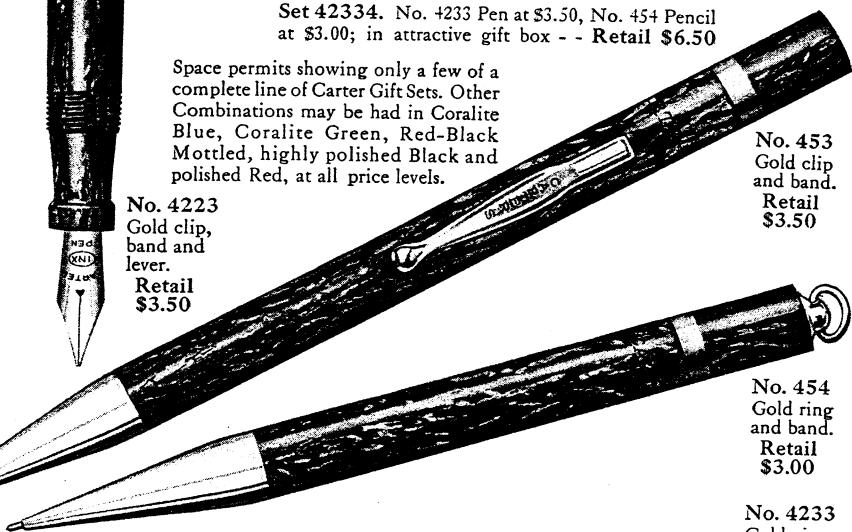
Besides guaranteeing the Carter Pen, insurance against loss is made possible by the Carter Rocker Spring Clip. A rocker-action clip built into the cap works easily yet holds firmly, and the ball point does not fray the pocket edge. Here is a clip that can't break off or grow weak. A talking point that will sell many Carter pens.



Set 42334. No. +233 Pen at \$3.50, No. 454 Pencil
at \$3.00; in attractive gift box -- Retail \$6.50

Space permits showing only a few of a complete line of Carter Gift Sets. Other Combinations may be had in Coralite Blue, Coralite Green, Red-Black Mottled, highly polished Black and polished Red, at all price levels.

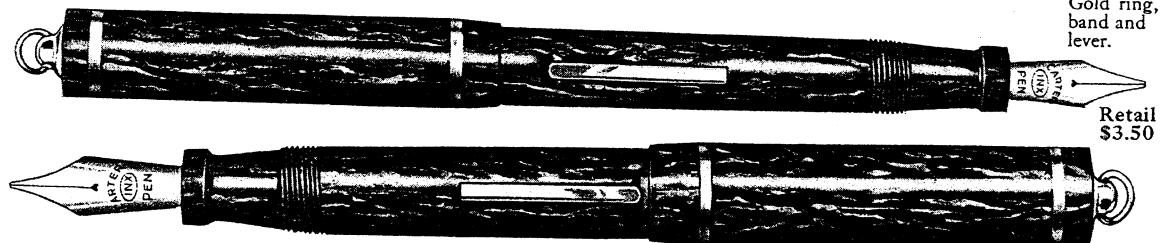
No. 453
Gold clip
and band.
Retail
\$3.50



No. 454
Gold ring
and band.
Retail
\$3.00

No. 4233
Gold ring,
band and
lever.

Retail
\$3.50



No. 4135. Gold ring, band and lever. Retail \$5.00

THE CARTER PEN GUARANTEE

The Carter's Ink Company guarantees all \$7.00 and \$5.00 Pens without reserve against everything but loss for the life of the user, providing the entire pen, with all broken parts is returned to the factory postage paid. A charge will be made for missing parts only—Other Carter Pens at \$3.50 and \$2.75 are guaranteed indefinitely against any defects in materials or workmanship as well as wear. Misuse and abuse are not covered in this guarantee on pens selling at these prices.



No. 2125
BLACK
No. 1125
RED
Gold
Trimmings.
Retail
\$5.00

No. 2223
BLACK
No. 1223
RED
Gold
Trimmings.
Retail
\$3.50

No. 654 TURQUOISE
No. 254 BLACK
No. 154 RED
No. 754 GRAY
Gold
Trimmings.
Retail
\$3.00

No. 6233
TURQUOISE
No. 2233
BLACK
Gold
Trimmings.
Retail
\$3.50

No. 7233
GRAY
No. 1233
RED
Gold
Trimmings.
Retail
\$3.50

No. 1135
RED
No. 2135
BLACK
Gold
Trimmings.
Retail
\$5.00

No. 1117
RED
No. 2117
BLACK
Gold
Trimmings.
Retail
\$7.00

SPECIAL \$2.75 PEN

An excellent value made to the same Carter standard as other numbers shown here—for the school and college trade that demands a high grade inexpensive pen. Black barrels and caps—long with clip—short with ring—generous ink capacity, regular Carter Osmiridium Point.

Retail **\$2.75** each.

Carter's

Fountain Pens and Mechanical Pencils

Price List

Color	Catalog No.	Description	Retail Price
CORALITE BLUE	5117	Long barrel with Clip. Double cap bands, clip and lever of gold.	\$7.00
	5125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	5.00
	5135	Short barrel with Ring. Double cap bands, ring and lever of gold.	5.00
	5223	Medium barrel with Clip. Double cap bands, clip and lever of gold.	3.50
	5233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
CORALITE GREEN	9117	Long barrel with Clip. Double cap bands, clip and lever of gold.	7.00
	9125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	5.00
	9135	Short barrel with Ring. Double cap bands, ring and lever of gold.	5.00
	9223	Medium barrel with Clip. Double cap bands, clip and lever of gold.	3.50
	9233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
RED-BLACK MOTTLED	4117	Long barrel with Clip. Double cap bands, clip and lever of gold.	7.00
	4125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	5.00
	4135	Short barrel with Ring. Double cap bands, ring and lever of gold.	5.00
	4223	Medium barrel with Clip. Double cap bands, clip and lever of gold.	3.50
	4233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
BLACK POLISHED	2117	Long barrel with Clip. Double cap bands, clip and lever of gold.	7.00
	2125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	5.00
	2135	Short barrel with Ring. Double cap bands, ring and lever of gold.	5.00
	2223	Medium barrel with Clip. Double cap bands, clip and lever of gold.	3.50
	2233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
RED POLISHED	1117	Long barrel with Clip. Double cap bands, clip and lever of gold.	7.00
	1125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	5.00
	1135	Short barrel with Ring. Double cap bands, ring and lever of gold.	5.00
	1223	Medium barrel with Clip. Double cap bands, clip and lever of gold.	3.50
	1233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
TURQUOISE BLUE	6233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
SQUIRREL GRAY	7233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
SPECIAL PENS	2323	Medium barrel of black. Clip and lever of gold.	2.75
	2333	Short barrel of black. Ring and lever of gold.	2.75

CARTER PEN POINTS

Pen points are classified as **flexible medium** or **flexible fine**; **stiff medium** or **stiff fine**.
 The flexible nib is the easiest writer for the average hand:—it gives a free and even flow without pressure.
 Special points either **flexible** or **stiff** can be supplied.

Carter PROPEL, REPEL AND EXPEL Pencils

Color	Number	Length	Band	Price
RED POLISHED	153	long	double	\$3.50
	155	medium	double	3.50
	154	short	double	3.00
BLACK POLISHED	253	long	double	3.50
	255	medium	double	3.50
	254	short	double	3.00
RED-BLACK MOTTLED	453	long	double	3.50
	455	medium	double	3.50
	454	short	double	3.00
BLUE CORALITE	553	long	double	3.50
	555	medium	double	3.50
	554	short	double	3.00
GREEN CORALITE	953	long	double	3.50
	955	medium	double	3.50
	954	short	double	3.00
TURQUOISE BLUE	654	short	double	3.00
SQUIRREL GRAY	754	short	double	3.00

LARGE BARREL DOLLAR PENCILS

Same quality construction as the higher priced pencils; exposed eraser in cap, extra supply of leads in chamber under cap; heavy nickel clip, point and head.

No. 7 Assortment

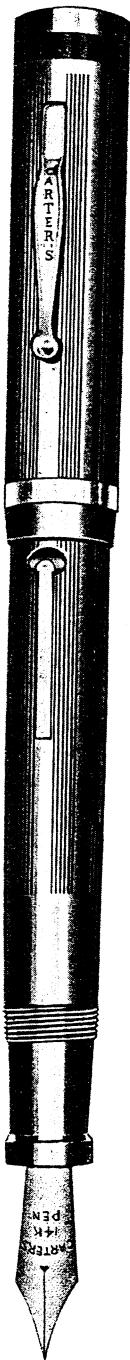
Consists of following pencils:

- 6—No. 113 Red Barrels
 - 6—No. 213 Black Barrels
- on Display Card

List Price
\$12.00 Per Dozen



The Carter OSMIRIDIUM POINT Pen



No. 3117

BLACK CHASED PENS

Straight line chasing on barrel and cap; red circlet at top of cap; gold band, lever, and clip or ring.

No.	Description	Retail Price
3117	Long barrel with Clip.....	\$7.00
3125	Medium barrel with Clip.....	5.00
3135	Short barrel with Ring.....	5.00
3223	Medium barrel with Clip.....	3.50
3233	Short barrel with Ring.....	3.50



No. 3125

BLACK CHASED PENCILS

Large diameter; with gold band, point, and clip or ring.

No.	Description	Retail Price
353	Long with Clip.....	\$3.50
354	Short with Ring.....	3.00

BLACK CHASED SETS

The proper pen and pencil combination supplied in an attractive chest box with silk plush base and satin cover lining. No charge for the box.

No.	Description	Retail Price
31173	Long pen and pencil.....	\$10.50
31253	Medium pen and long pencil.....	8.50
31354	Short pen and pencil.....	8.00
32233	Medium pen and long pencil.....	7.00
32334	Short pen and pencil.....	6.50



No. 3233

NOTE

THIS Catalogue has been made in loose-leaf style in order to enable you to keep it up-to-date by inserting and fastening in additional pages which we will send you from time to time.

THE CARTER'S INK COMPANY

Carter Desk Stands

WITH THE CARTER

OSMIRIDIUM
POINT

PEN

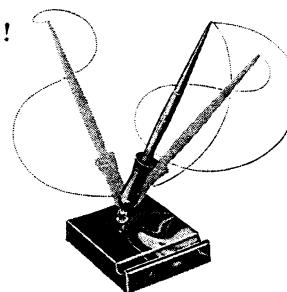
For all types of Office Desks. For Bank Desks.

For Ladies' Desks at home. For Gifts by Business Firms.

For Hotel Office Desks and Room Desks.
For Personal Gifts at all occasions.

PENS ADJUSTED TO ANY ANGLE!

A special swivel joint fastens the pen socket to the base and permits the pen to be adjusted to any desired position. The swivel action is entirely free without fixed positions—something exclusive in Carter Desk Stand construction.



PENS LIE FLAT FOR SAFETY!

This is a two-fold talking point—first, it permits the stand being put away and locked up, and second, allows the pen to be placed in this position when not in use, lessening the chance of injury when a roll-top desk cover is lowered or when someone brushes against the stand while it is on the desk.

POPULAR BASE STYLES OF PERMANENT MATERIALS COMPLETE PRICE LIST

Nib Sizes. Size 3 Nib same as in **\$3.50** Carter Pens
Size 5 " " " " **\$5.00** " "

No.	Base Material	Description	Color of Holder	Base Size	Pen Size	Retail Price	No.
20		Oblong Single Pen Stand	Green	2½" x 3½"	3	\$8.00	20
22	Portoro Marble	" " "	Blue	4" x 4½"	5	12.00	22
24	Black and Gold Vein	Oval " " "	Blue	4" x 6"	5	16.50	24
27		Oblong Double Pen Stand	1 Red, 1 Black	5½" x 10"	5	28.00	27
30		Oblong Single Pen Stand	Blue	2½" x 3½"	3	8.00	30
32	Onyx	" " "	Green	5½" x 6"	5	12.00	32
34		Oval " " "	Blue	4" x 6"	5	16.50	34
37		Oblong Double " "	1 Red, 1 Black	5½" x 10"	5	28.00	37
33	Real Butterfly Decoration under clear plate glass	Genuine Butterflies mounted under plate glass which is enclosed in ebony wood base	Green	4" x 4¼"	3	18.00	33
41	Black Glass, Polished		Black		3	7.50	41
42	" " "	Oblong Single Pen Stands	"	All are 4" x 4½"	5	9.00	42
43	Polished Glass, Marblite design		"		5	8.50	43
44	" " "		"		5	10.00	44
63		Etched center panel, Single Pen Stand	Black	4" x 4½"	3	8.50	63
65	Black Glass, Polished with Etched Finish	" " " " "	Blue	4" x 4½"	5	10.00	65
68		" " " " "	Green	4" x 7"	5	12.00	68
69		Double " "	1 Red, 1 Black	4½" x 9"	5	20.00	69
71		Oblong Single Pen Stand	Blue	3½" x 6"	5	12.00	71
74	Clear Crystal Plate Glass	Oval " "	Green	4" x 6"	5	16.50	74
77		Double Pen Stand	1 Red, 1 Black	5½" x 10"	5	28.00	77
80	Black Glass, Polished and Decorated	Oblong Single Pen Stand	Green	2½" x 3½"	3	8.00	80
82		Oblong " "	Blue	4" x 4½"	5	12.00	82
93	Metal—Verde	Hexagonal Single Pen Stand	Black	3½" x 3½"	3	7.50	93

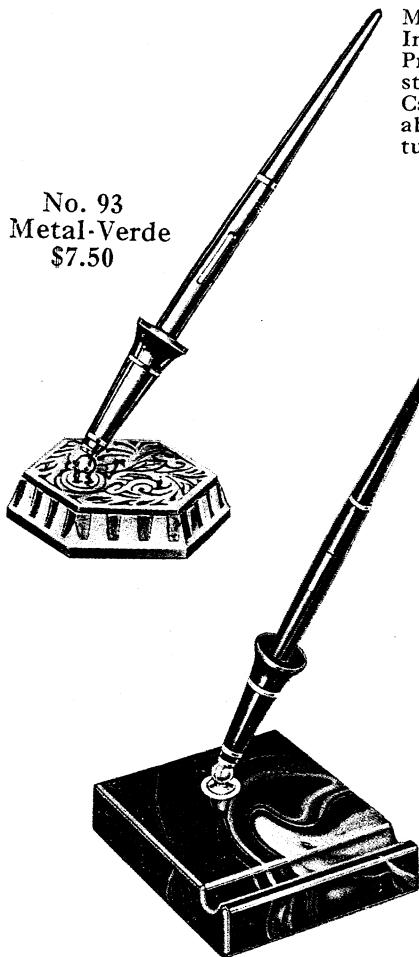
All the Good Features of Desk Stand Construction

Carter Desk Stands

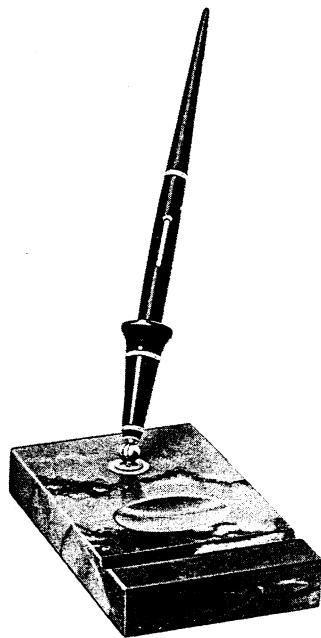
WITH THE CARTER OSMIRIDIUM POINT PEN

Manufactured by the Carter's Ink Company—
Ink and Adhesive makers since 1858. Carter
Products have always been considered the
standard of excellence with the public and
Carter Desk Stands represent the best obtain-
able in quality, design and careful manufac-
ture.

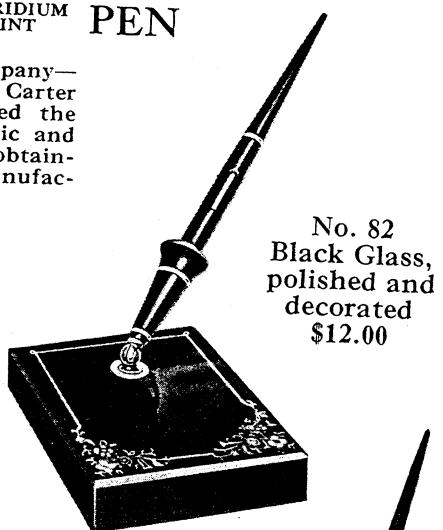
No. 93
Metal-Verde
\$7.50



No. 43 Polished
Glass, Marble
design . . \$8.50



No. 32 Onyx . . \$12.00

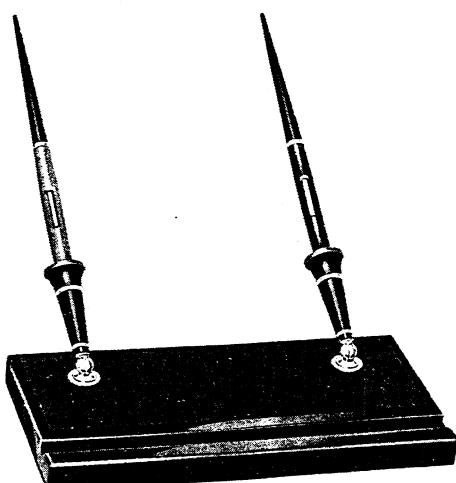


No. 82
Black Glass,
polished and
decorated
\$12.00

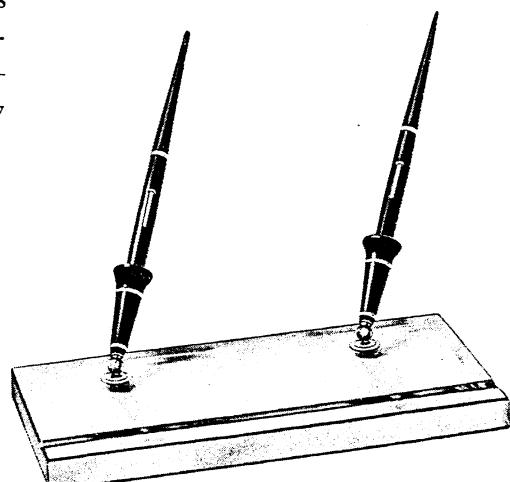


No. 24 Portoro Marble
with black and gold
vein \$16.50

The Carter Desk
Stand Pen has
the Carter Osmi-
ridium Point—
writes smoothly
forever—!



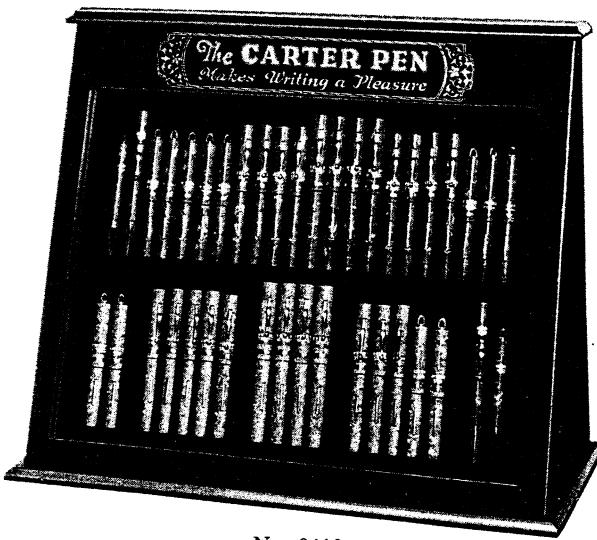
No. 69 Vitrolite Black Glass, pol-
ished with etched finish . . \$20.00



No. 77 Crystal Plate Glass . . \$28.00

The Carter OSMIRIDIUM POINT Pen

Pen and Pencil Display Cases



No. 9460

FOUR DOZEN UPRIGHT DISPLAY CASE

Length: 20½ in. Width: 7¾ in. Height: 16 in.

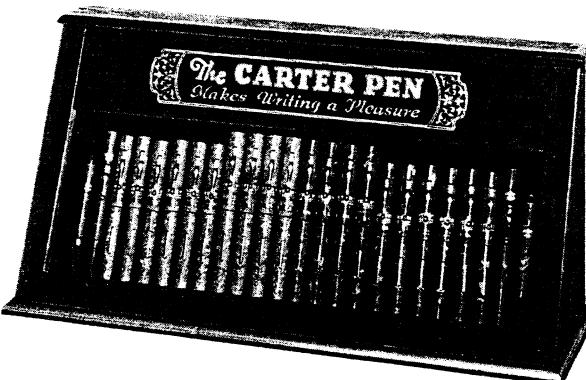
Costs dealer \$9.25 F. O. B. Kendallville, Ind.

Supplied on order with four dozen Carter Pens and Pencils of which two dozen at least must be pens.

Carter Pens to the retail value of \$9.25 supplied to cover cost of case.

Be sure to specify finish wanted:

Walnut or Mahogany.



No. 9523

TWO DOZEN UPRIGHT DISPLAY CASE

Length: 20½ in. Width: 6½ in. Height: 10 in.

Costs dealer \$6.50 F. O. B. Kendallville, Ind.

Supplied on order with two dozen Carter Pens and Pencils of which one dozen at least must be pens.

Carter Pens to the retail value of \$6.50 supplied to cover cost of case.

Be sure to specify finish wanted:

Walnut or Mahogany.

Specifications on Cases Nos. 9460 and 9523.

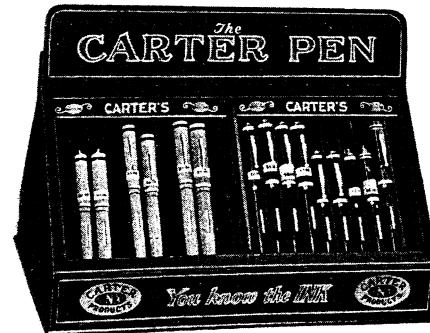
Well-seasoned, kiln-dried gumwood. Attractive hand-rubbed effect in walnut or mahogany finish. (Specify finish desired otherwise walnut will be supplied.)

To obtain this unusual finish, cases are stained, shellaced, sanded and dusted, given a coat of high grade Coach varnish, sanded again, then given a coat of semi-gloss varnish.

Heavy glass front.

Trays are in one piece, either two or four dozen capacity and lift out for close inspection of merchandise, are equipped with combination spring catch and strong lock, (one key). Genuine gray silk velvet tray lining.

Packed in strong shipping containers.



No. 24M

TWO DOZEN METAL DISPLAY CASE

Length: 15 in. Width: 9 in. Height: 10¾ in.

Finished in dull mahogany with gold and red lettering. Lithographed heavy metal. Has rubber feet to protect counter. Spring door in back with lock and 2 keys. Generous storage space for extra stock. Trays are standard, one dozen size and may be used separately in other cases.

Given outright F. O. B. Boston on order with four dozen Carter Pens and Pencils of which two dozen at least must be pens.

The Carter OSMIRIDIUM POINT Pen

Pen and Pencil Floor Cases "Full Vision" Style



NO. 120. 12 DOZEN CASE

Length: 32 inches. Width, Front to Back: 24 inches.
Height: 42 inches, Standard

HOW TO OBTAIN THESE CASES

These exclusively Carter display cases are supplied to you at their cost to The Carter Ink Company under these conditions:—

Order enough Carter Pens and Pencils to equal the capacity of the case you want. Carter Desk Stands to equal value of any number of pens and pencils may be substituted if preferred.

Case will be shipped F. O. B. show case factory and you will be billed for cost at terms: 30 days net.

Sufficient Carter Pens or Pencils at retail value to cover cost of the case will be shipped to you gratis, shipping charges prepaid.

Finish: Standard Mahogany or Oak.

Glass: Polished plate glass with all exposed edges hand-smoothed and polished. Glass parts are cemented together by patented cement construction.

Trays: Lined with genuine gray silk velvet, finished the same as the case; ten size capacity. Trays are two rows deep, top row dropping back when upper door is opened. Concealed compartment below upper door holds enough trays to complete the capacity of the case.

Storage: Besides the concealed compartment containing trays, there are stock drawers in the lower part of the case below the sliding doors.

Hardware: Lock on upper doors and on each lower stock drawer. Special lock on sliding doors. Legs of case have polished brass feet.

Display Section: Sliding wood panel doors on back of case; gray velvet-lined floor; plate glass shelf resting on fixed metal supports.

Dimensions and Prices: All cases 42 inches high and 24 inches wide from front to back.

Case No.	Length	Stock Drawers	Capacity	Price No Wiring	Price With Wiring & Fixtures
120	32 in.	Two	12 Dozen	\$59.00	\$65.00
180	47 in.	Two	18 Dozen	81.00	93.00
240	63 in.	Four	24 Dozen	100.00	114.00

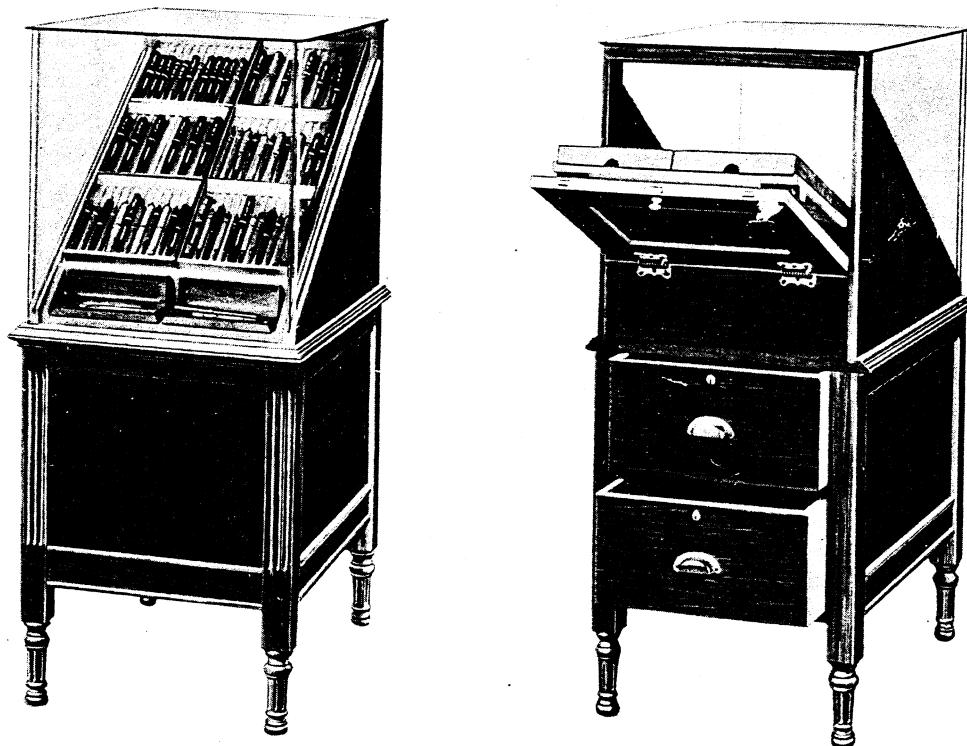
F. O. B. Kendallville, Ind.

Wiring prices include Fixtures only; do not include bulbs. Nos. 120 and 180 have one Fixture

No. 240 has two Fixtures

The Carter OSMIRIDIUM POINT Pen

PEN AND PENCIL FLOOR CASES



NO. 60 SPECIAL SIX DOZEN FLOOR CASE

Louis XVI Period Model

Length: 17½ in. Width: 24 in. Height: 42 in.

Finish: Hand-rubbed imitation mahogany on first quality, seasoned and kiln-dried red gum; or hand-rubbed oak on first quality white or red oak.

Glass: Same as on other cases.

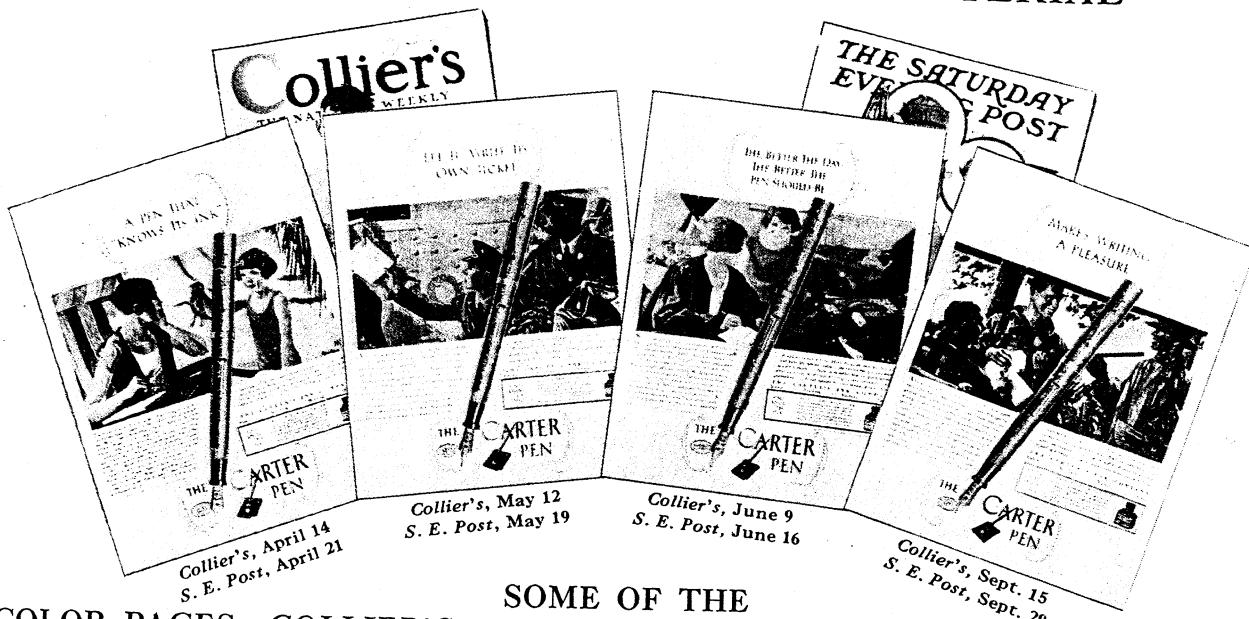
Trays: Slant on movable bed that is hinged to back of upper doors. When case is opened bed drops partly back and down allowing easy access to any tray. Trays exactly like those in other cases.

Hardware: Lock on upper door and on lower stock drawers; spring hinges on upper door; case legs have silent sliding casters.

Price: Without wiring or fixtures, \$32.00. With wiring and one Fixture, \$37.00. F. O. B. Kendallville, Indiana. Case obtainable in this size only. No bulbs furnished.

The Carter OSMIRIDIUM POINT Pen

NATIONAL ADVERTISING AND MATERIAL



COLOR PAGES—COLLIER'S FULL PAGES—SATURDAY EVENING POST
Reproduced as Window Displays for Your Use—Order as P-30

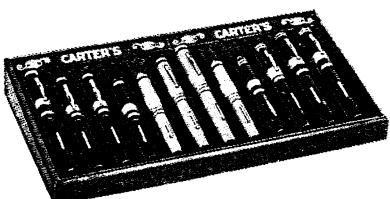
Other Color Pages will Appear in November and December



SIGNS AND PRINTED MATTER

Besides window cards, we can furnish several styles of counter, show case and window signs as shown here.

Transfers for door or window, seasonable colored circulars and special holiday display matter, not shown here but available throughout the year.



ONE AND TWO DOZEN TRAYS

SOME OF THE
FULL PAGES—SATURDAY EVENING POST

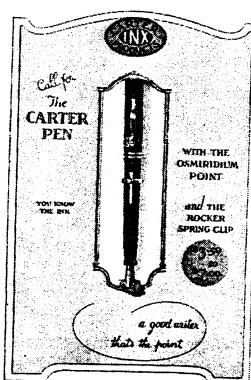
NEWSPAPER ADVERTISING FEATURING The Osmiridium Point and Rocker Spring Clip

Besides the frequent appearance of color pages in *Collier's*—*The National Weekly*—and pages in the *Saturday Evening Post*, there will be newspaper campaigns in many strategic buying centers throughout the country.

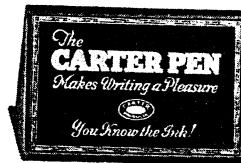
If you want to tie up with this National Advertising through your local newspaper we will supply plates or matrices free, also plates of individual pens, pencils and desk stands for catalogue and circular use.



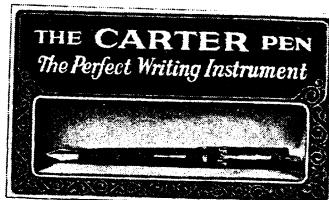
P. 21



P. 23



P. 20



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